

ORDER

Orders
Order / Rev: 1308978
Alt Order #: 08407041
Product Desc: CHRIS JACOBS FOR SEN
Estimate: 129
Flight Dates: 10/03/16 - 10/09/16
Original Date / Rev: 09/30/16 / 09/30/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Brabender Cox Mihalke/ POL
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA. 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Chris Jacobs for Senate / POL
Demographic: A35+
Product Codes: PL-State Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107125
Agency External ID: 28766AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/09/16	33	\$25,440.00	\$21,624.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	33	\$25,440.00	\$21,624.00	0.00
Totals	33	\$25,440.00	\$21,624.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGRZ	36%	\$25,440.00
Market	100%	\$70,666.67

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	30%	\$21,200.00
WKBW	21%	\$14,840.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	2%	\$1,413.33
WNYB	0%	\$0.00
WNYO	2%	\$1,413.33
WUTV	9%	\$6,360.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/07/16	10/07/16	Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--		1				\$700.00		0.00			
E 2	WGRZ	10/07/16	10/07/16		CM	530-6p	----F--	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00

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Advertiser: Chris Jacobs for Senate / POL
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 Estimate: 129

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 530p M-F											
				Local News @ 530p M-F											
				CH 2 NEWS AT 530PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$700.00		0.00				
E 3	WGRZ	10/07/16	10/07/16	Local News @ 6p M-F	CM	6-630p	----F--	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
				Local News @ 6p M-F		(6:00 PM-6:30 PM)									
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$980.00		0.00				
E 4	WGRZ	10/07/16	10/07/16	Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
				DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$595.00		0.00				
E 5	WGRZ	10/07/16	10/07/16	ET 7-730p	CM	7-730p	----F--	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$585.00		0.00				
E 6	WGRZ	10/07/16	10/07/16	Today Show	CM	Today Show	----F--	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	----F--			1		\$400.00		0.00				
E 7	WGRZ	10/03/16	10/03/16	Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 5p M-F											
				CH 2 NEWS FIRST AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$700.00		0.00				
E 8	WGRZ	10/03/16	10/03/16	Local News @ 530p M-F	CM	530-6p	M-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 530p M-F											
				CH 2 NEWS AT 530PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$700.00		0.00				
E 9	WGRZ	10/03/16	10/03/16	Local News @ 6a M-F	CM	6-7a	M-----	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
				DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$595.00		0.00				
E 10	WGRZ	10/03/16	10/03/16	Today Show	CM	Today Show	M-----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$400.00		0.00				
E 11	WGRZ	10/03/16	10/03/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$3,060.00	P02-F	0.00	NM	1	\$3,060.00
				Mon Prime Special		(8:00 PM-10:00 PM)									
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	M-----			1		\$3,060.00		0.00				
E 12	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
				Local News @ 6p Sa		(6:00 PM-6:30 PM)									
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-			1		\$560.00		0.00				
E 13	WGRZ	10/08/16	10/08/16	Local News @ 6a Sa	CM	Sat Early Daybreak	-----S-	:30	1	\$300.00	P02-F	0.00	NM	1	\$300.00
				Local News @ 6a Sa											
				EARLY SATURDAY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-			1		\$300.00		0.00				
E 14	WGRZ	10/09/16	10/09/16		CM	6-630p	-----S	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Local News @ 6p Su															
Local News @ 6p Su (6:00 PM-6:30 PM)															
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S					1	\$560.00		0.00			
E 15	WGRZ	10/09/16	10/09/16	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$450.00	P02-F	0.00	NM	1	\$450.00
Local News @ 7a Su (7:00 AM-8:00 AM)															
SUNDAY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S					1	\$450.00		0.00			
E 16	WGRZ	10/09/16	10/09/16	Today Show Su	CM	8a-9a	-----S	:30	1	\$660.00	P02-F	0.00	NM	1	\$660.00
NBC Today Show (Su) (8:00 AM-9:00 AM)															
SUNDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S					1	\$660.00		0.00			
E 17	WGRZ	10/09/16	10/09/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
NFL Regular Season (8:30 PM-11:00 PM)															
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S					1	\$1,400.00		0.00			
E 18	WGRZ	10/06/16	10/06/16	Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 5p M-F															
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$700.00		0.00			
E 19	WGRZ	10/06/16	10/06/16	Local News @ 530p M-F	CM	530-6p	---T---	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 530p M-F															
CH 2 NEWS AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$700.00		0.00			
E 20	WGRZ	10/06/16	10/06/16	ET 7-730p	CM	7-730p	---T---	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$585.00		0.00			
E 21	WGRZ	10/06/16	10/06/16	Today Show	CM	Today Show	---T---	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
Today Show (7:00 AM-9:00 AM)															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$400.00		0.00			
E 22	WGRZ	10/06/16	10/06/16	Today Show 2	CM	9-10a	---T---	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
Today Show 2 (9:00 AM-10:00 AM)															
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$225.00		0.00			
E 23	WGRZ	10/06/16	10/06/16	Thu Prime B	CM	9p-10p	---T---	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
Thu Prime B															
CHICAGO MED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$1,400.00		0.00			
E 24	WGRZ	10/04/16	10/04/16	Local News @ 530p M-F	CM	530-6p	-T-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
Local News @ 530p M-F (5:30 PM-6:00 PM)															
CH 2 NEWS AT 530PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-T-----					1	\$700.00		0.00			
E 25	WGRZ	10/04/16	10/04/16	Local News @ 6p M-F	CM	6-630p	-T-----	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
Local News @ 6p M-F (6:00 PM-6:30 PM)															
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-T-----					1	\$980.00		0.00			
E 26	WGRZ	10/04/16	10/04/16		CM	7-730p	-T-----	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00

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 Alt Order #: 08407041
 Flight Dates: 10/03/16 - 10/09/16

Advertiser: Chris Jacobs for Senate / POL
 Product Desc: CHRIS JACOBS FOR SEN
 Estimate: 129

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ET 7-730p											
				Entertainment Tonight	(7:00 PM-7:30 PM)										
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-T-----					1	\$585.00		0.00			
E 27	WGRZ	10/04/16	10/04/16	Today Show	CM	Today Show	-T-----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-T-----					1	\$400.00		0.00			
E 28	WGRZ	10/04/16	10/04/16	Today Show 2	CM	9-10a	-T-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2	(9:00 AM-10:00 AM)										
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-T-----					1	\$225.00		0.00			
E 29	WGRZ	10/05/16	10/05/16	Local News @ 5p M-F	CM	5-530p	--W----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 5p M-F	(5:00 PM-5:30 PM)										
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	--W----					1	\$700.00		0.00			
E 30	WGRZ	10/05/16	10/05/16	Local News @ 6p M-F	CM	6-630p	--W----	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
				Local News @ 6p M-F	(6:00 PM-6:30 PM)										
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	--W----					1	\$980.00		0.00			
E 31	WGRZ	10/05/16	10/05/16	Local News @ 6a M-F	CM	6-7a	--W----	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	--W----					1	\$595.00		0.00			
E 32	WGRZ	10/05/16	10/05/16	Today Show	CM	Today Show	--W----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	--W----					1	\$400.00		0.00			
E 33	WGRZ	10/05/16	10/05/16	Wed Prime B	CM	9p-10p	--W----	:30	1	\$2,520.00	P02-F	0.00	NM	1	\$2,520.00
				Wed Prime B											
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	--W----					1	\$2,520.00		0.00			
													Totals	33	\$25,440.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WGRZ, Buffalo NY

Date: 10/03/2016

I, BRABENDERCox LLC,

being/on behalf of: CHRIS JACOBS,

a legally qualified candidate of the REPUBLICAN

political party for the office of: STATE SENATE

in the 2016 GENERAL

election to be held on: NOVEMBER 8TH

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Attach proposed schedule with charges (if available): \$21,624 Net

I represent that the payment for the above described broadcast time has been furnished by:

CHRIS JACOBS FOR NY STATE SENATE

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lori McDermott

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/03/2016

Date

Liz Brabender Kundu

Signature

Digitally signed by Liz Brabender Kundu
Date: 2016.08.15 11:58:21 -04'00'

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, **BRABENDERCox LLC**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Liz Brabender Kundu

Digitally signed by Liz Brabender Kundu
Date: 2016.01.21 21:08:41 -05'00'

signature of candidate or authorized committee

LIZ BRABENDER KUNDU

printed name

10/03/2016

date